



# Net Zero Energy Design Guide Community Survey

October 16 2019

Prepared by:



A background photograph showing a group of people in a meeting or workshop. In the foreground, a person's hands are visible, holding a pen and writing on a notepad. The person is wearing a dark jacket. In the background, two other people are visible, one wearing a blue shirt and the other a grey shirt. The scene is lit with warm, natural light, possibly from a window.

## Table of Contents

**Background and Methodology**

Section 1

**Response Summaries**

Section 2

# Section 01

## Background and Methodology



[Click to  
Return to TOC](#)

## Background and Methodology

### Background

In support of the City of Eau Claire's approved Sustainability Plan and renewable energy goals, the City is producing a Net Zero Energy building guide. Net Zero Energy is defined as:

A Net Zero Energy (NZE) building produces as much energy as it consumes over the course of a year.

The intent of the guide is to help residential and commercial building owners learn more about how they might achieve Net Zero Energy for their buildings.

### Community Survey

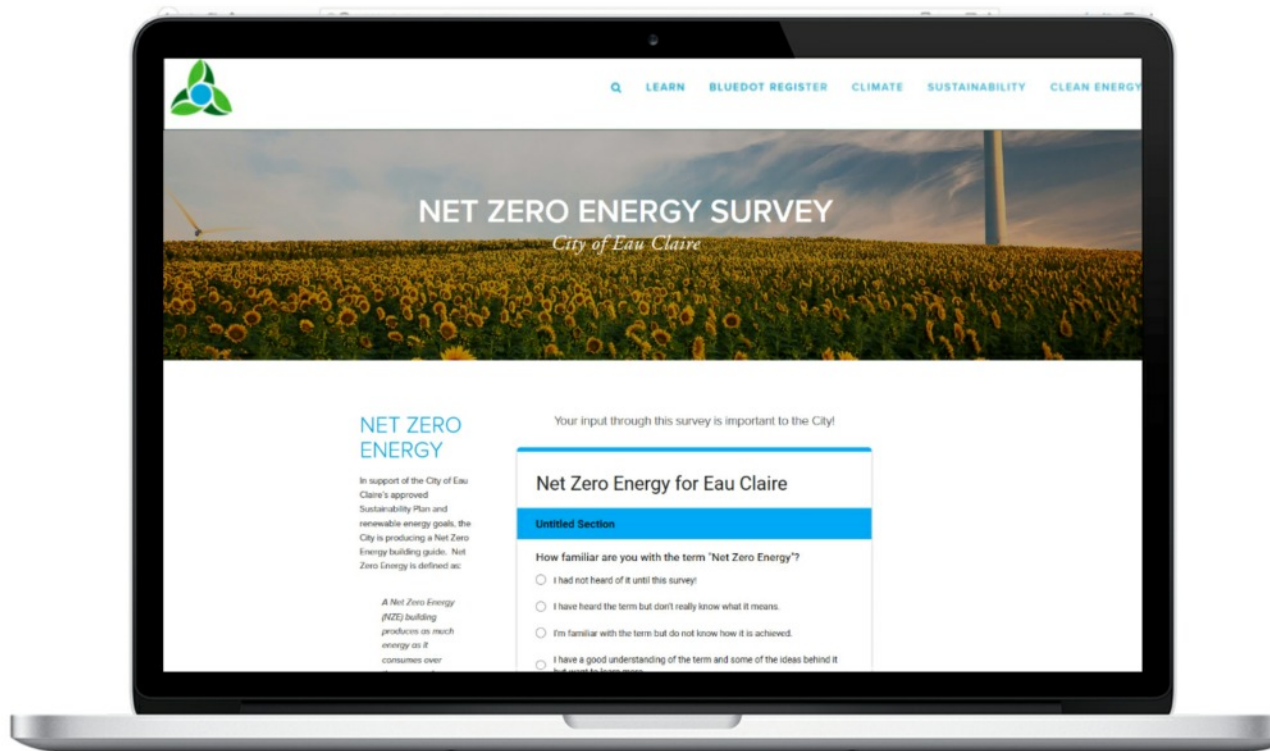
Understanding the perspectives of community members and broad community input is key to any successful community planning effort. With that in mind, the City of Eau Claire issued this community survey to collect input from a broad range of community members. The intent of the survey was to help the city collect information on knowledge, opinions, and perspectives on Net Zero Energy building potential within the community.

### Methodology

This survey was designed as an on-line questionnaire survey with random self-selected engagement.

The survey was designed by paleBLUEdot and reviewed for edit by City of Eau Claire planning staff. The survey was made available on-line on a dedicated webpage (<http://palebluedot.llc/eau-claire-nze-survey>). The survey was distributed through a number of approaches including:

- Email notices
- Home Builder's Association Newsletter
- City of Eau Claire website
- paleBLUEdot webiste



Section

02

## Response Summaries



[Click to  
Return to TOC](#)



## Response Summaries



## Response Summaries

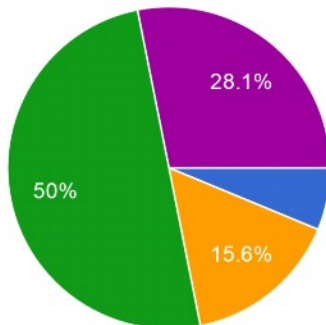
Surveys Through October 1<sup>st</sup> 2019:

RESPONSES

32

### How familiar are you with the term "Net Zero Energy"?

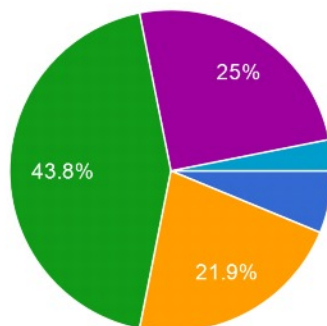
32 responses



- I had not heard of it until this survey!
- I have heard the term but don't really know what it means.
- I'm familiar with the term but do not know how it is achieved.
- I have a good understanding of the term and some of the ideas behind it but want to learn more.
- I have a strong grasp of the term and the strategies on how to achieve it.

### How familiar are you with the ENERGY STAR program?

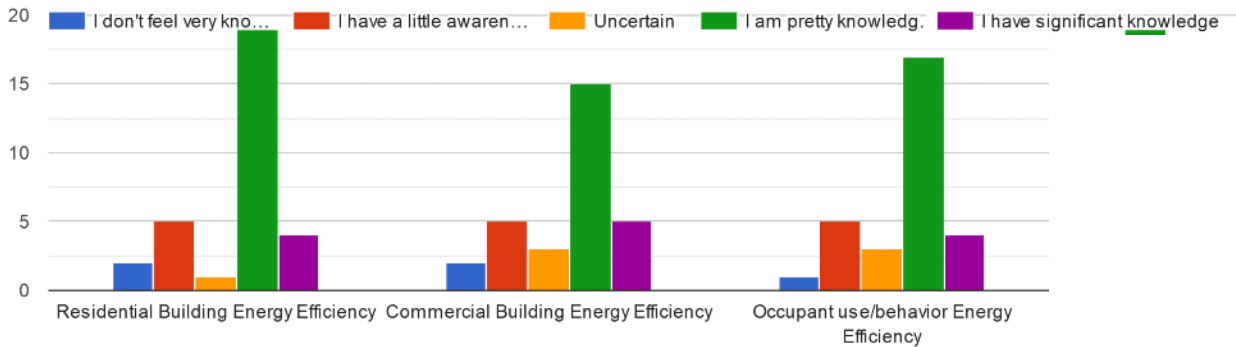
32 responses



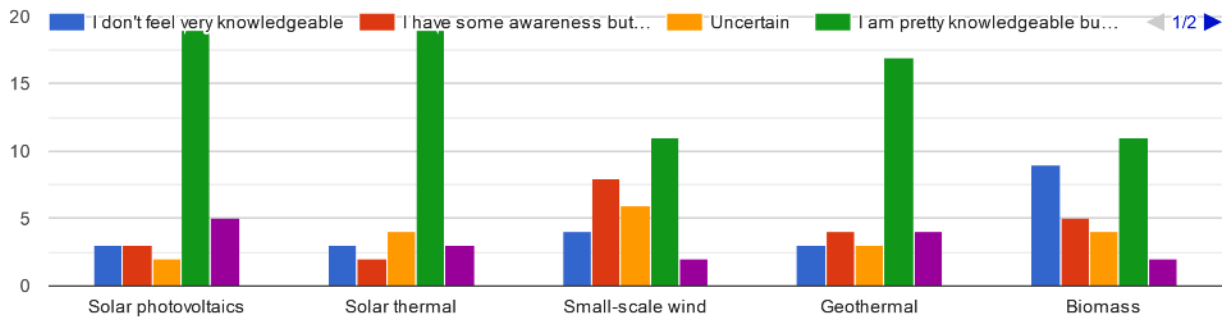
- I had not heard of it until this survey!
- I have heard the term but don't really know what it means.
- I'm familiar with the term but do not know how it is achieved
- I have a good understanding of the term and some of the ideas behind it...
- I have a strong grasp of the term and the strategies on how to achieve it.
- I have a good understanding of the te...

## Response Summaries

How would you rate your knowledge of Energy Efficiency strategies for the following?



How would you rate your knowledge of on-site renewable energy?

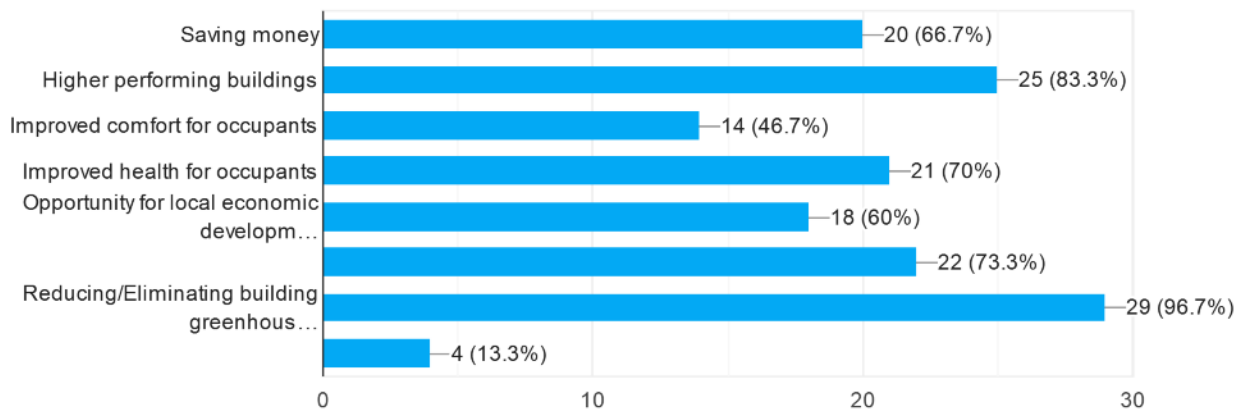




# Opportunities for Net Zero Energy

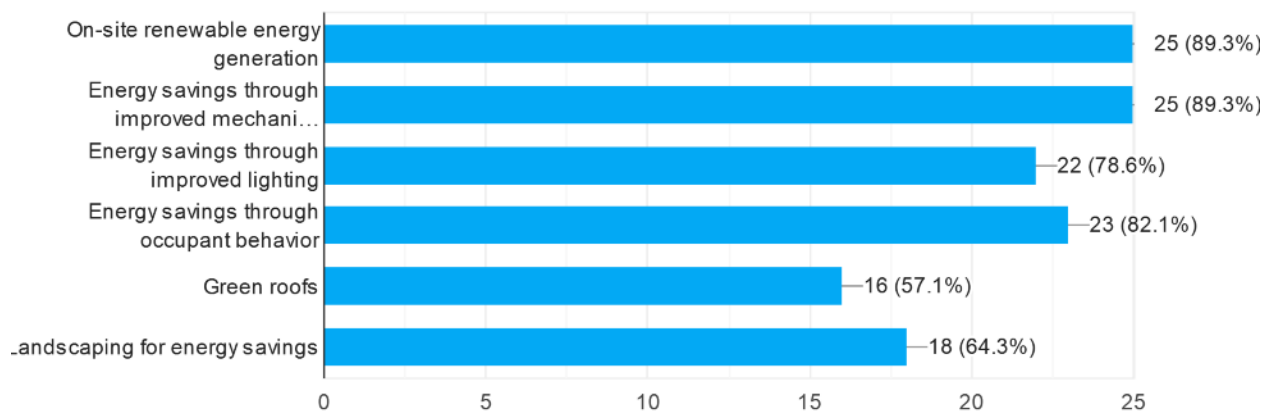
Which of the following benefits of NZE buildings are important to you?

30 responses



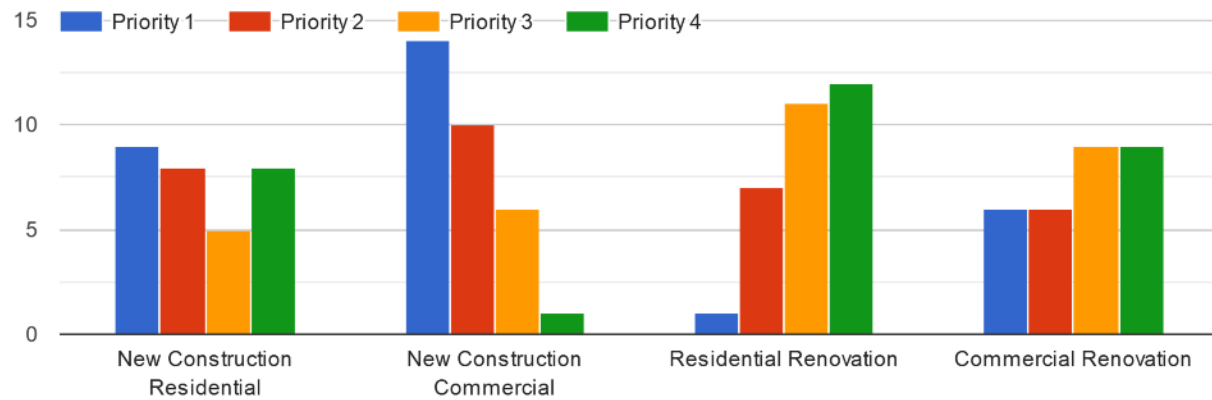
Which of the following NZE strategies are you interested in seeing advanced in Eau Claire?

28 responses



## Response Summaries

How would you prioritize the following Net Zero Energy opportunities?



## Response Summaries

### What opportunities do you see for advancing Net Zero Energy buildings in Eau Claire?

22 responses

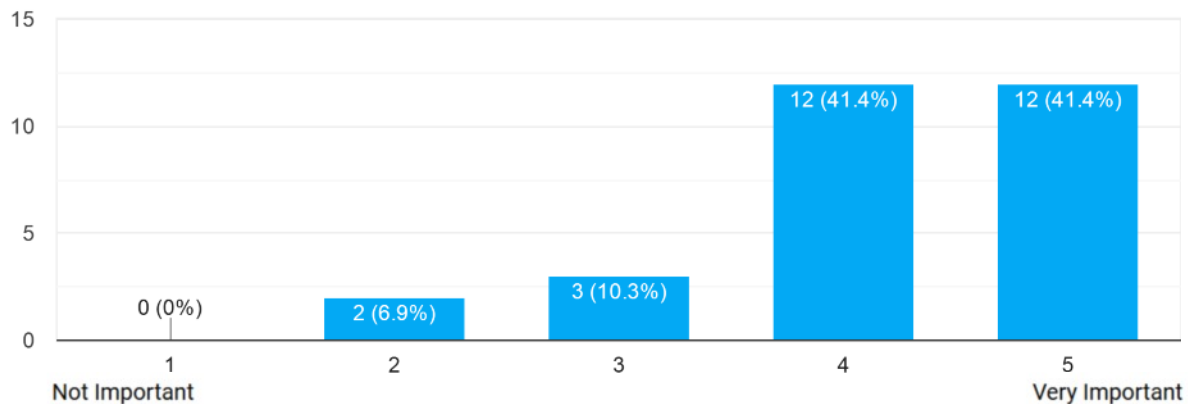
bring it to scale within new neighborhoods	^
job creation	
Include energy-efficient homes in Parade of Homes and Christmas Stroll events.	
CVTC's program	
rooftop solar	
Working with Xcel to educate developers and residents of Eau Claire	
Solar panels on residential roofs.	
The above opportunities are of equal priority. Reduce is always first priority. This includes: do it right the first time, rebuild it right the second time. Demonstration buildings are needed for builder and public education.	
New UW Eau Claire Science Building; New commercial construction projects supported by Pablo; renovation of older res halls abd buikdings on UW Eau Claire campus	
possibility of a net-zero TIF district in downtown area	
Retro-commissioning existing buildings, low cost upgrades - low hanging fruit	^
Vendors (electrical vendors, mechanical vendors) have no experience with new technologies so they do not recommend or facilitate their use	
Grants/low interest financing to help offset up front costs.	
Making sure new construction fits into this category.	
Economic growth for the community.	
Just want to learn more about it and be a resource for builders.	
I would say in the insulation area	
Increased knowledge of the public.	
Education. Political will.	
Wisconsin Farmers Union is beginning the process of looking for or building new larger office retail mixed use space but were looking at Chippewa Falls WI.	
uphill battle - lower solar production months w snow	^
Every project and every new building is an opportunity to do the right thing and to have an impact on climate change. But most people don't know or don't care about their own personal impact.	^

# Economic Development Potential

How important are the following opportunities for economic development related to NZE buildings to you?

Increased effective income for residents and businesses due to utility cost savings.

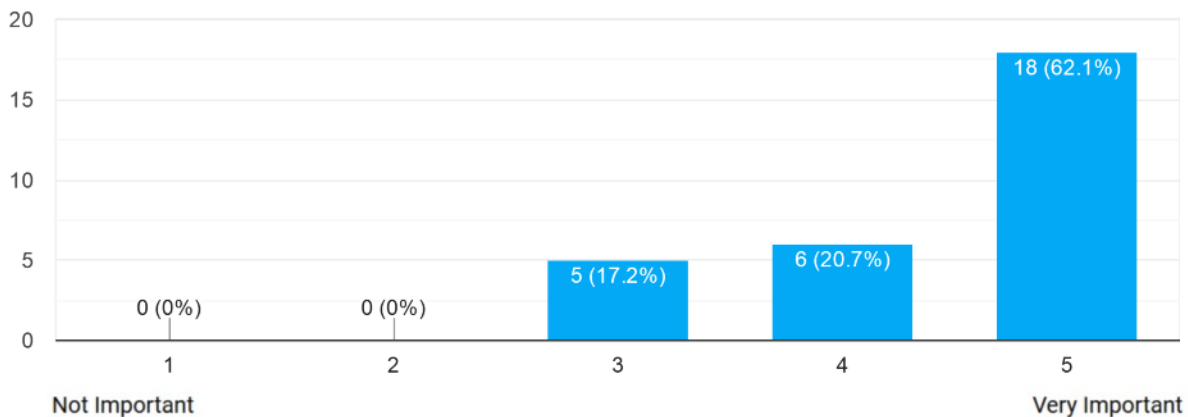
29 responses



How important are the following opportunities for economic development related to NZE buildings to you?

New jobs created supporting energy efficiency upgrades.

29 responses

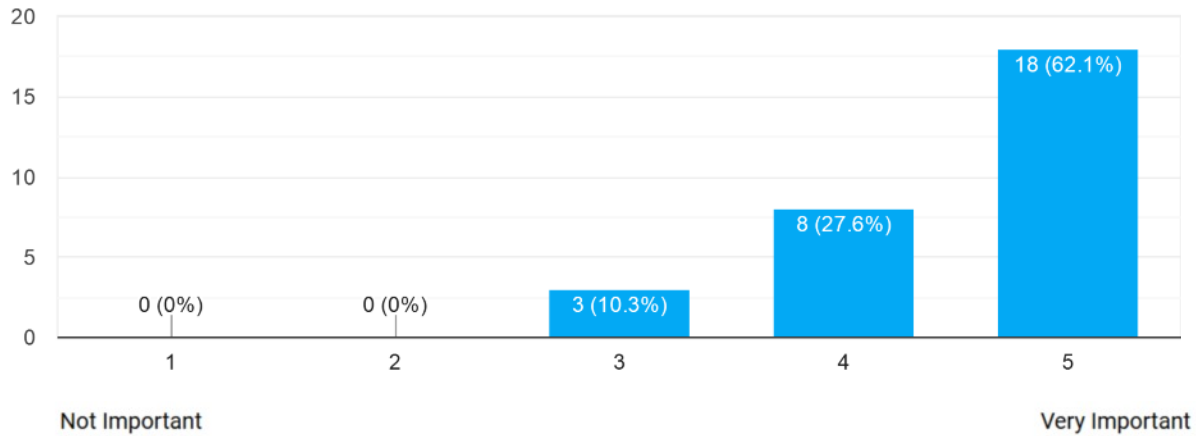


## Response Summaries

How important are the following opportunities for economic development related to NZE buildings to you?

### New jobs created supporting renewable energy.

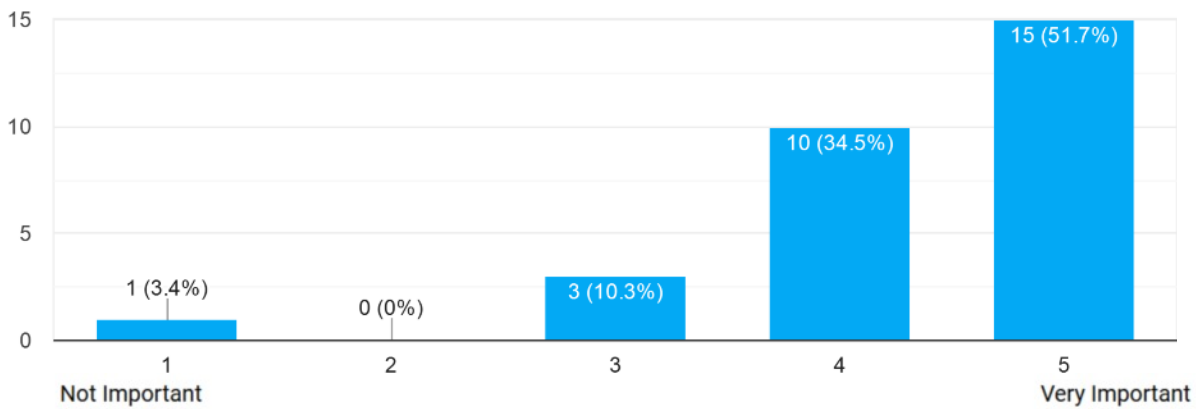
29 responses



How important are the following opportunities for economic development related to NZE buildings to you?

### Job training opportunities.

29 responses

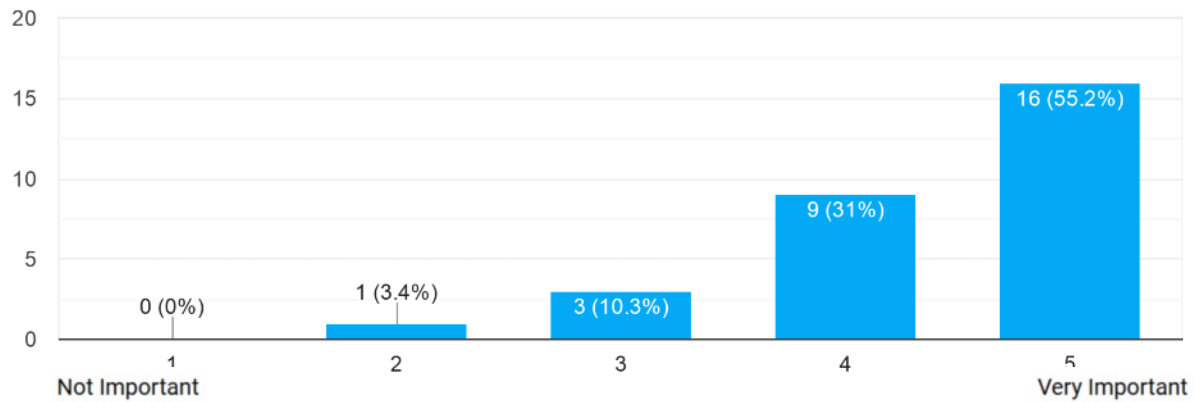


## Response Summaries

How important are the following opportunities for economic development related to NZE buildings to you?

### Opportunities for new local businesses providing energy efficiency upgrades

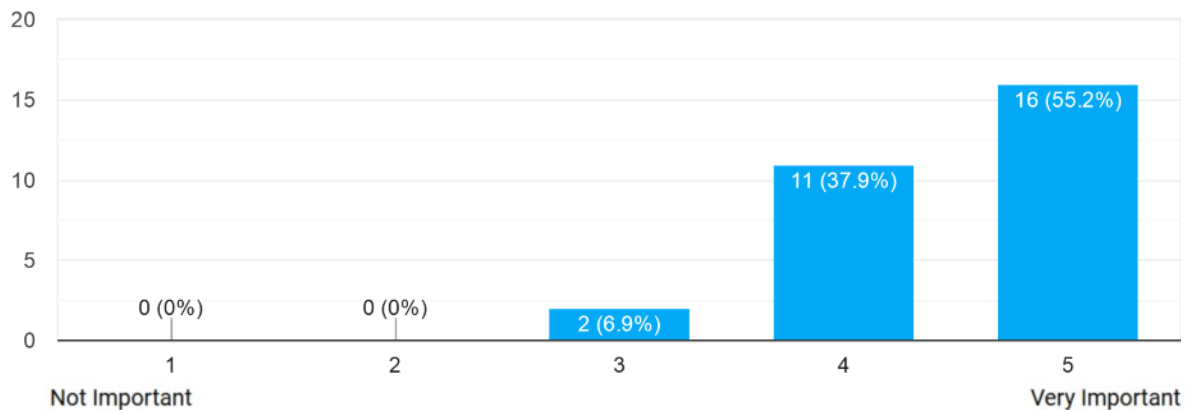
29 responses



How important are the following opportunities for economic development related to NZE buildings to you?

### New businesses providing renewable energy services.

29 responses





## Response Summaries

### Do you see other possibilities for local economic development related to achieving Net Zero Energy buildings throughout Eau Claire?

11 responses

innovation

PACE

Not sure beyond what was previously written

working with non-profits, creating energy efficient housing for low-income residents

Local engineering/design opportunities

A commitment to a clean environment.

I think as this begins to become more affordable on the front end it will snowball into many more opportunities.

I would be very interested in the ROI, I dont see it

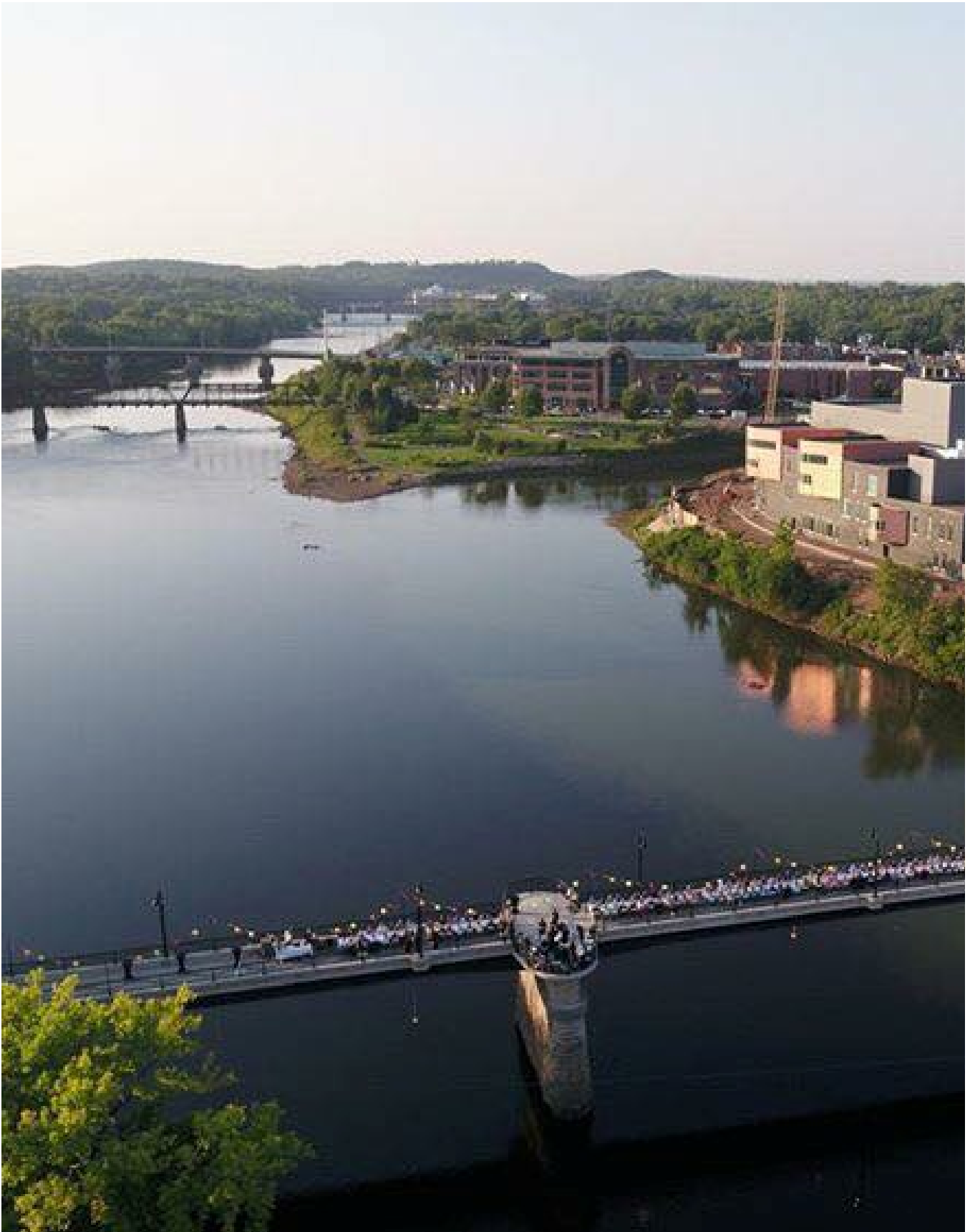
A sense of empowerment and control as one breaks away from large corporations.

Always

Mandate / legislate high standards for building construction and building energy use.



## Response Summaries

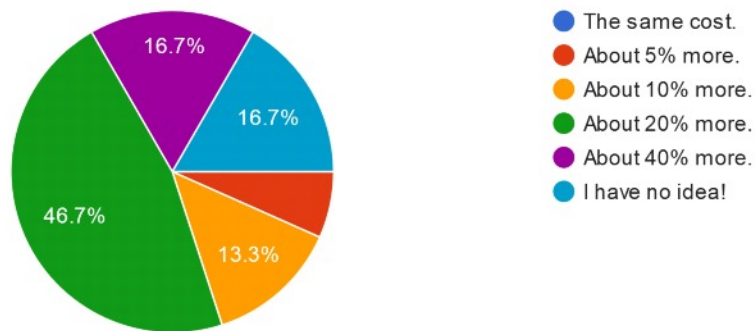


## Response Summaries

### Willingness to invest in Net Zero

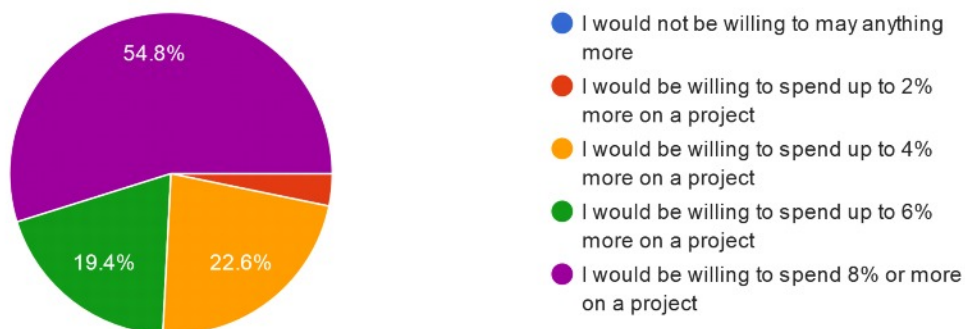
How much do you believe a Net Zero Energy building would cost to buy or build compared to a "standard" building?

30 responses



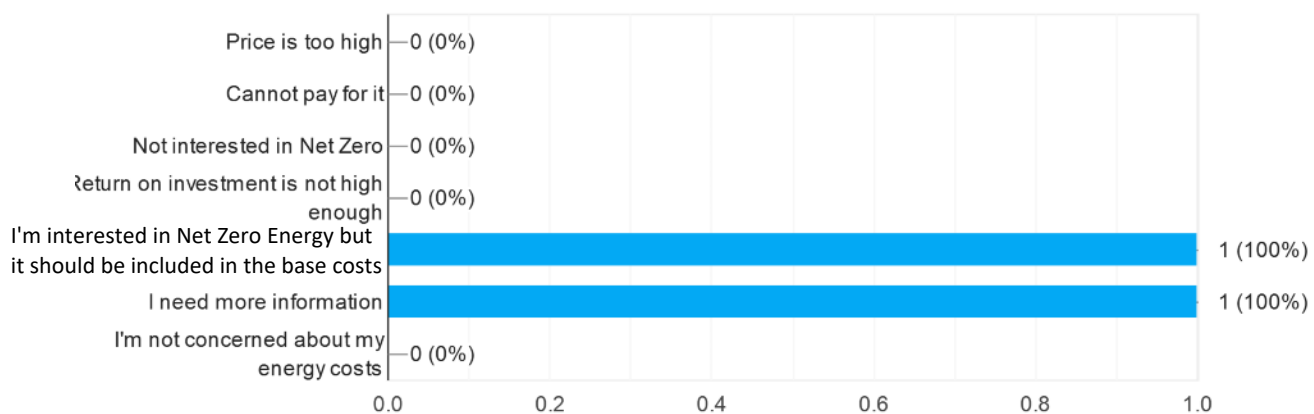
To achieve all of the benefits of Net Zero Energy at your home or business, how much more would you be willing to...w construction or renovation project?

31 responses



Energy at your building. Can you please some of the reasons for that choice?

1 response





## Response Summaries

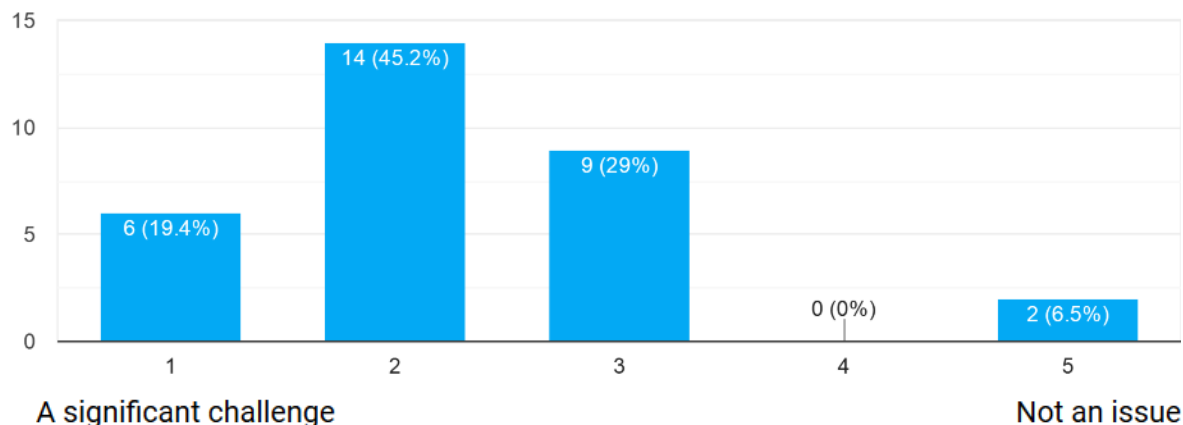


# Challenges to Implementing NZE

How would you rate the following in terms of being a challenge to achieving more Net Zero Energy buildings in Eau Claire?

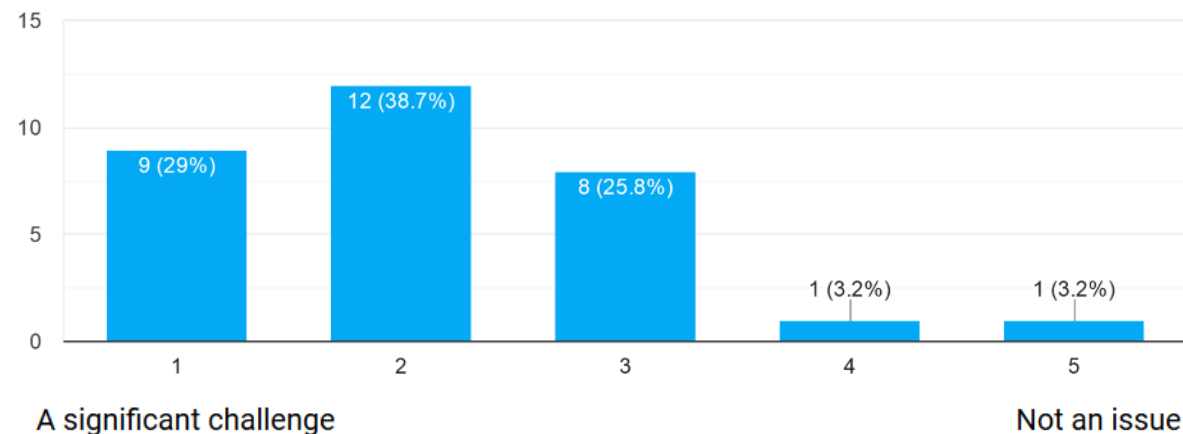
## General awareness NZE is possible

31 responses



## Knowledge of strategies to achieve Net Zero Energy

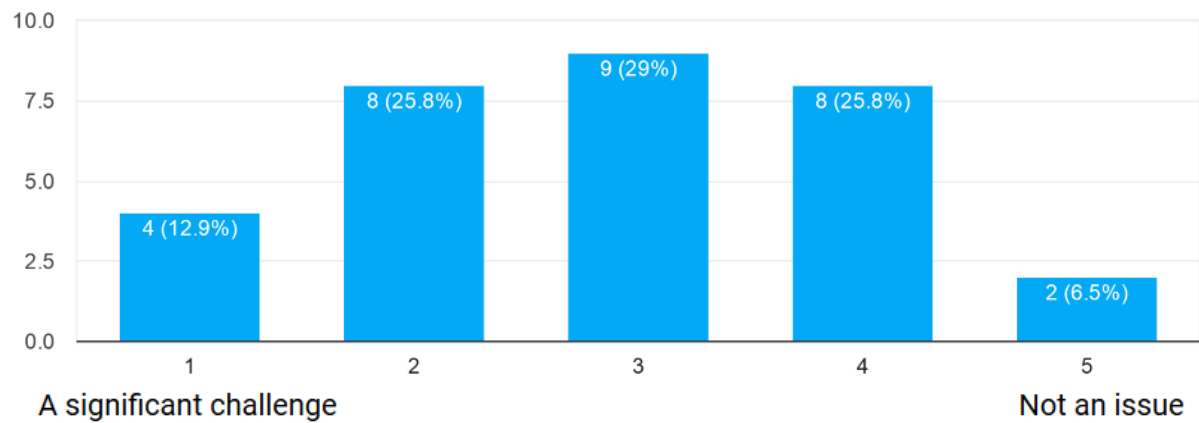
31 responses



## Response Summaries

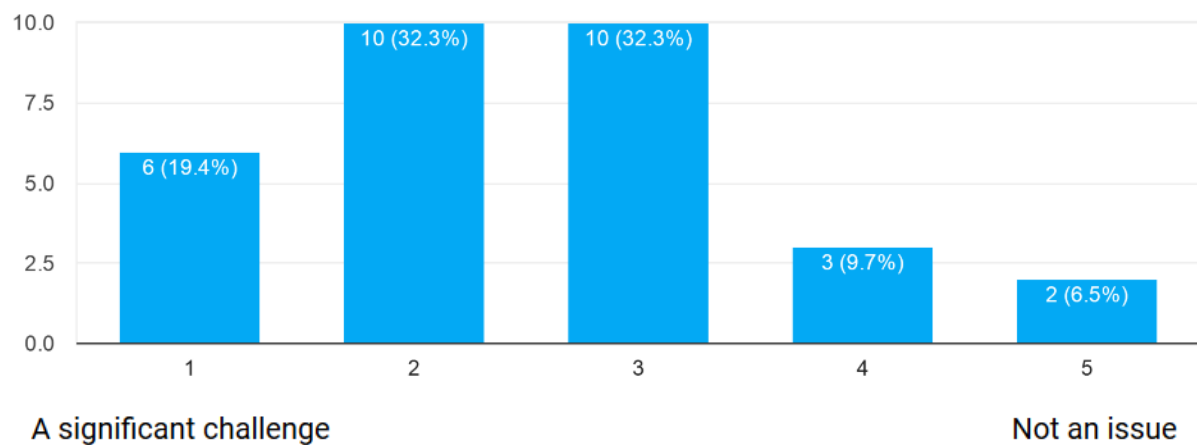
### Access to ideas on how to become more energy efficient

31 responses



### Knowing how to get on-site renewable energy

31 responses

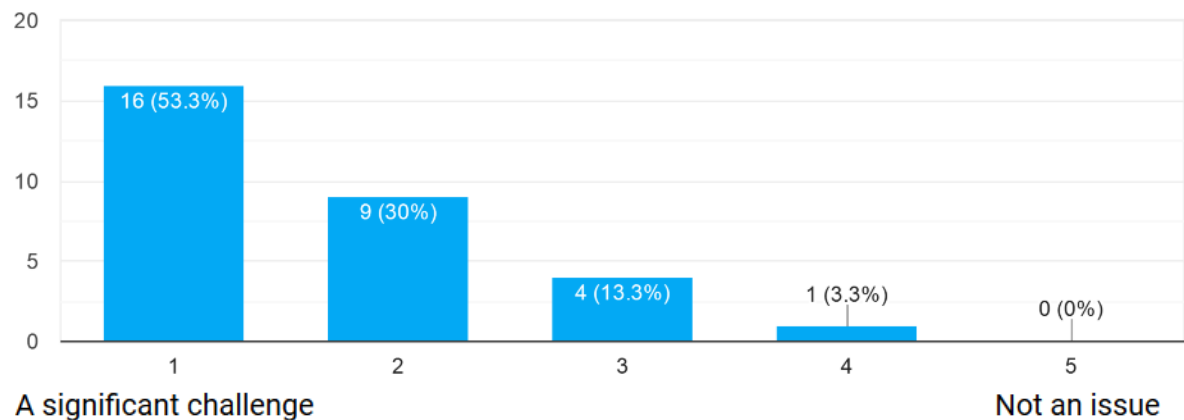




Response Summaries

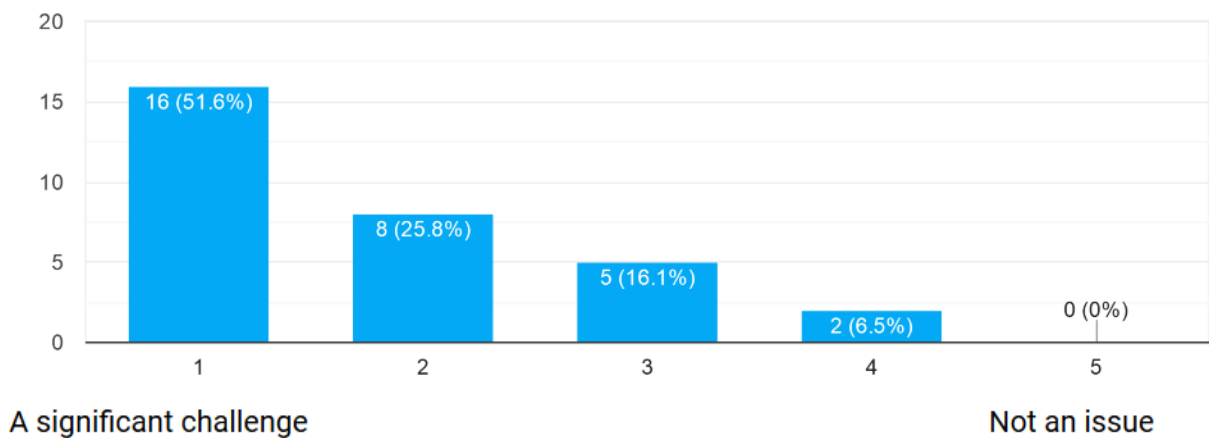
Funding for Energy Efficiency projects

30 responses



Funding for on-site renewable energy projects

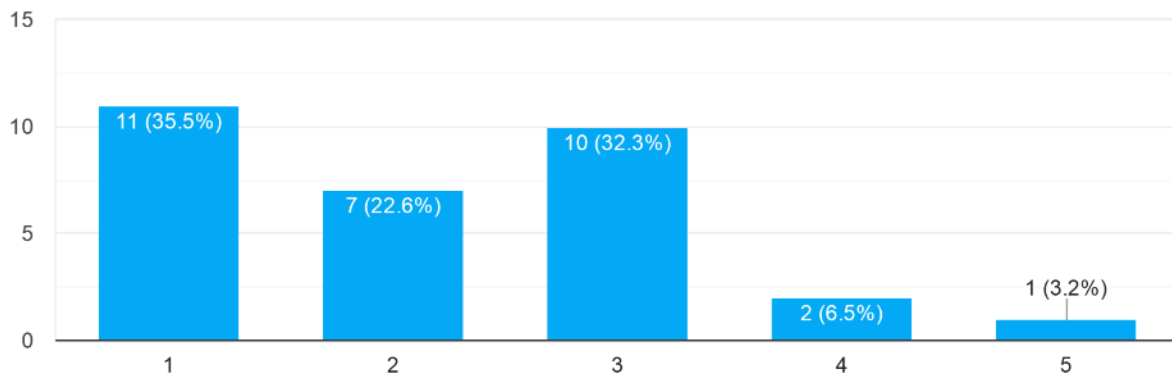
31 responses



## Response Summaries

### Lack of interest among building owners

31 responses

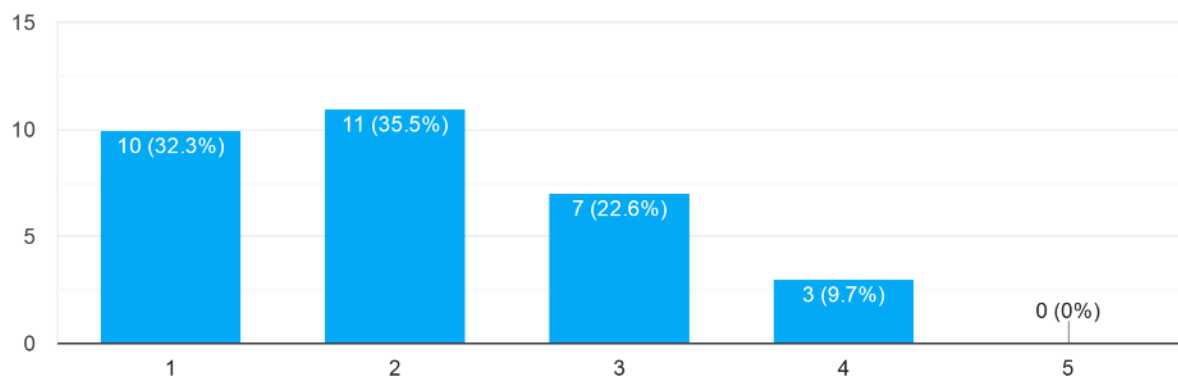


A significant challenge

Not an issue

### Lack of knowledge among builders and general contractors

31 responses



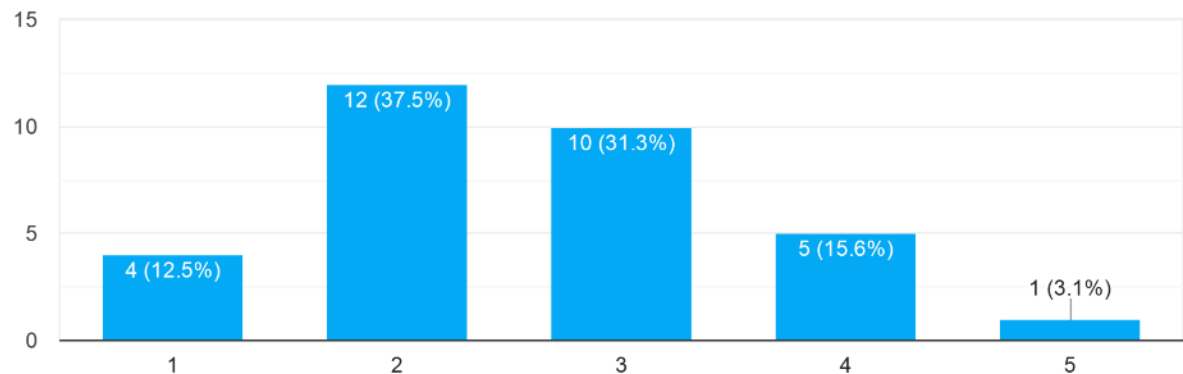
A significant challenge

Not an issue

Response Summaries

Lack of knowledge among building designers, engineers, and architects

32 responses

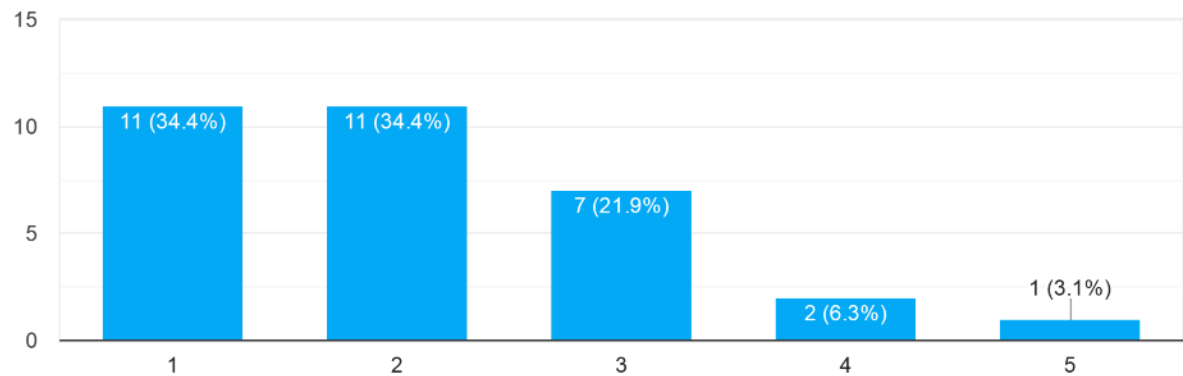


A significant challenge

Not an issue

Lack of knowledge among real estate agents and property brokers

32 responses



A significant challenge

Not an issue

## Response Summaries

### Do you see other challenges to achieving more Net Zero Energy buildings in Eau Claire?

14 responses

costs concerns	^
people are very frugal in EC	
Education is the biggest issue and economics is the second.	
Knowledge and interest is a much greater impediment than practices or technology, in my experience.	
Old houses and commercial buildings that would require mega bucks to achieve NZE.	
The Eau Claire area is still dominated by cabinets and counter tops, number of garages and number of rooms. Some builders and developers would like to see other priorities but are hampered by lowest cost per square foot or lowest rent per square foot.	
We have tried ti get UW Eau Claire campus buildings-both new and renovations LEED certified and have lacked expertise and commitment from architects, construction co., and most importantly the Chancellor and administrators as well as our Foundation. We need good economic analyses and return on investment info tobsway admin and get help from foundation.	
Bank financing.	
No	
again the biggest challenge I see is the ROI	
Money and return on investment will be the greatest challenge	
Need more info	
People think their decisions, spending, and behavior don't make a difference or they simply don't care enough to try to make a difference	
Overall mindset of the public	▼





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